

INTISARI

Rasio profitabilitas bermanfaat untuk menunjukkan keberhasilan perusahaan dalam menghasilkan keuntungan. Semakin tinggi nilai profitabilitas suatu perusahaan akan menarik minat para investor untuk menanamkan modalnya. Semakin diminati saham perusahaan tersebut oleh para investor, maka nilai perusahaan akan semakin meningkat.

Penelitian ini bertujuan untuk mengetahui pengaruh rasio profitabilitas yang terdiri dari *Return On Assets*, *Return On Equity*, *Gross Profit Margin*, dan *Net Profit Margin* terhadap nilai perusahaan. Penelitian dilakukan pada perusahaan otomotif di Bursa Efek Indonesia. Data yang digunakan adalah laporan keuangan pada tahun 2010 sampai 2014. Teknik analisis menggunakan analisis regresi linear berganda, uji F, dan uji t.

Hasil penelitian menunjukkan bahwa *Return On Assets* tidak berpengaruh signifikan terhadap nilai perusahaan otomotif di Bursa Efek Indonesia, hal ini dilihat dari nilai signifikansi lebih besar dari 0,05 yaitu 0,083. *Return On Equity* berpengaruh signifikan terhadap nilai perusahaan otomotif di Bursa Efek Indonesia, hal ini dilihat dari nilai signifikansi lebih kecil dari 0,05 yaitu 0,021. *Gross Profit Margin* tidak berpengaruh signifikan terhadap nilai perusahaan otomotif di Bursa Efek Indonesia, hal ini dilihat dari nilai signifikansi lebih besar dari 0,05 yaitu 0,181. *Net Profit Margin* tidak berpengaruh signifikan terhadap nilai perusahaan otomotif di Bursa Efek Indonesia, hal ini dilihat dari nilai signifikansi lebih besar dari 0,05 yaitu 0,300.

Kata kunci: *Return On Assets*, *Return On Equity*, *Gross Profit Margin*, dan *Net Profit Margin* terhadap nilai perusahaan

ABSTRACT

Profitability ratio is useful to demonstrate the success of the company in generating profits. When value of the profitability of a company is getting high, it will attract the investors to invest their capital. When the stocks of the company are interested by investors, the firm value will increase.

This research is aimed to find out the influence of profitability ratio which consists of Return on Assets, Return on Equity, Gross Profit Margin and Net Profit Margin to the firm value. The research is conducted on the automotive companies which are listed in Indonesia Stock Exchange. The data is the financial statements in 2010-2014 periods. The analysis technique has been carried out by using multiple linear regressions analysis, F test and T test.

The result of the research shows that Return on Asset does not have any significant influence to the firm value of automotive companies which are listed in Indonesia Stock Exchange, it can be seen from its significant value which is more than 0.05 that is 0.083. Return on Equity has significant influence to the firm value of automotive companies which are listed in Indonesia Stock Exchange, it can be seen from its significant value which is less than 0.05 that is 0.021. Gross Profit Margin does not have any significant influence to the firm value of automotive companies which are listed in Indonesia Stock Exchange, it can be seen from its significant value which is more than 0.05 that is 0.181. Net Profit Margin does not have any significant influence to the firm value of the automotive companies which are listed in Indonesia Stock Exchange, it can be seen from its significant value which is more than 0.05 is 0.300.

Keywords: *Return on assets, return on equity, gross profit margin, and net profit margin to the firm value*